

## Message Text

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44

ACTION EUR-12

INFO OCT-01 ISO-00 PA-01 PRS-01 CIAE-00 INR-07 NSAE-00

EB-07 EURE-00 /029 W

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P R 141601Z OCT 75

FM AMEMBASSY BERLIN

TO USIA WASHDC PRIORITY

SECSTATE WASHDC 1510

USDOC UNN

AMEMBASSY VIENNA

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E.O. 11652: NA

TAGS: BEXP, GE

SUBJECT: LEIPZIG SPRING FAIR

REF: BERLIN 6512-C

1. DURING OCTOBER 10 MEETING IN LEIPZIG, FAIR AUTHORITIES ( HANS-ULRI  
CH  
LANGE, SECTION MANAGER OF EXHIBITORS DEPARTMENT AND URSULA HOEHNE,  
ASSISTANT) RESPONDED FAVORABLY TO THE PROPOSAL THAT THE US MOUNT A  
MODEST XHIBIT IN THE NATIONAL PAVILION (HALL 16). DURING THE  
DISCUSSION,  
THE EMBASSY OFFICER DESCRIBED THE EXHIBIT AS BEING DIRECTED AT  
INFORMING  
THE PUBLIC ABOUT US DISPLAYS AT THE FAIR AND AOUPT THE EVOLUTION OF  
US INDUSTRY DURING THE 200 YEARS OF IT NATIONAL EXISTENCE ON THE  
OCCASION OF ITS BICENTENNIAL YEAR. A DECISION ON THE AVAILABILITY OF  
SPACE WAS TO BE MDDE ON MONDAY, OCTOBER 13, AND COMMUNICATED TO THE  
EMBASSY.

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2. SUBSEQUENTLY, FRAULEIN HOEHNE CALLED TO STATE THAT 150 M2 WOULD BE

AVAILABLE IN HALL 16 AS REQUESTED. THE LOCATION WOULD BE THE SAME AS FOR THE BUSINESS DEVELOPMENT OFFICE DURING LAST YEAR'S SPRING FAIR, BUT WOULD BE APPROXIMATELY TWICE THE SIZE. THE EXHIBIT WOULD BE ACCREDITED AS AN "INFORMATION EXHIBIT," AS PROVIDED FOR UNDER CLAUSE 4.2., "USE OF FAIR SPACE FOR INFORMATION OR PUBLICITY PURPOSES ONLY, "OF THE "FAIR REGULATIONS AND CONDITIONS OF PARTICIPATION FOR EXHIBITORS."

3. THE EMBASSY MUST NOW COMPLETE THE "APPLICATION FOR SPACE" FORMS PROVIDED AND RETURN THEM AS SOON AS POSSIBLE TO THE LEIPZIG FAIR AUTHORITIES IN ORDER TO HOLD THE SPACE. THE FORMAL APPLICATION CONSTITUTES A FIRM COMMITMENT TO DISPLAY. IN THIS CONNECTION, ADVICE IS REQUESTED RE ANSWERING OF THE FOLLOWING QUESTIONS, SOME OF WHICH ARE OBVIOUSLY OF IMPORTANCE ONLY IN THE CASE OF DISPLAY OF MACHINERY.

- A. WE INTEND TO SHOW THE FOLLOWING GOODS:
- B. WATER SUPPLY AND DRAINAGE: YES/NO
- C. WEIGHT OF HEAVIEST EXHIBIT AND WEIGHT PER M<sup>2</sup>
- D. OVERALL DIMENSIONS OF LARGEST EXHIBIT
- E. OVERALL WEIGHT AND DIMENSIONS OF LARGEST SECTION IF SHIPPED IN PARTS

4. THE EMBASSY OFFICER ALSO STATED THAT THE EXHIBIT WOULD PROBABLY ENTAIL THE USE OF 16MM FILMS, 35MM SLIDES AND OTHER AUDIO-VISUAL EQUIPMENT AND THAT DISTRIBUTION OF A PAMPHLET PROVIDING INFORMATION ON THE US EXHIBITS AND THE BICENTENNIAL YEAR WAS ALSO ENVISAGED. THE FAIR AUTHORITIES PROMISED TO PROVIDE INFORMATION ON CLEARANCE PROCEDURES FOR THE PAMPHLET.

5. THE "FAIR REGULATIONS AND CONDITIONS OF PARTICIPATION FOR EXHIBITORS" AND OTHER INFORMATION ARE BEING AIRMAILED ATTENTION: USIA/IEU.

6. THE DEADLINE FOR SPACE RESERVATION IS PAST AND A SPECIAL EXCEPTION IS BEING MADE FOR THE US DISPLAY IN THE NATIONAL PAVILION. THE DEADLINE FOR CATALOG ENTRIES IS THE END OF NOVEMBER. COOPER

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